

FOR IMMEDIATE RELEASE

INDUSTRY STANDARD

Bringing the Rotary Mixer Full Rotation — Back to NYC

New York, NY — Industry Standard, an audio engineering outfit, reintroduces the rotary DJ mixer to its birthplace: New York City.

Every unit is built in the 212.

Analogue craftsmanship, modern precision, components sourced from the US, Germany, Japan & Switzerland. The result is gear that lets a professional DJ work faster & push harder, while staying interoperable with any sound system it gets dropped into.

With over a century of combined experience in DJing, engineering & club design, the team builds for the dance floor: rugged, modular, & customizable. Each unit is hand-built to spec, merging classic rotary design with modern functionality in the 19" rack format.

INDUSTRY STANDARD is a modular rack system for use inside & outside the IS ecosystem — want a Bozak or UREI in the chain? No problem. All four rack units work as one chain or split apart into anyone else's.

THE LINE

UNIT	DESCRIPTION	PRICE (USD)
MIXER	4-channel rotary, analogue signal path	\$5,000
ISOLATOR	Pre-fader 3-band isolation with phono pre-amps	\$3,400
POWER	Linear PSU + cue expander	\$2,000
		\$1,250 with Mixer + Isolator
CONTROL	Effects engine + monitoring hub	\$2,500

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INSTAGRAM [@industrystandard.audio](https://www.instagram.com/industrystandard.audio) | **MEDIA** [Dropbox](#)

MIXER

4-CHANNEL ROTARY MIXER · \$5,000 USD



MIXER — 19" RACK, 100% HANDMADE IN NEW YORK CITY

An analogue chain with nothing added to it. The summing stage is transparent by design: no “warmth,” no added harmonics, no character baked in that you can’t take back out. What goes in comes out, at level, across every genre & every source.

FEATURES

- **Unopinionated sound.** Transparent, clean summing with zero added color. Built for mixing across genres from varied sources, with the emphasis on sonic neutrality.
- **Advanced CUE system.** Monitor any input — CH1–4, RETURN, MIC/EXT — with visual feedback that reads in any lighting. RETURN CUE gives precise EFX previewing; a dedicated CUE OUT opens the system up to other units.
- **RETURN kill switch.** Kills EFX instantly for tight drops, creative mixing, or as a panic button — all on the analogue chain.
- **Visual monitoring.** Per-channel Signal, Peak & Clip; MIC Peak; MASTER stereo Signal & Peak.
- **Master Pan & Booth EQ.** Spatial control plus independent booth tuning.
- **Front panel input.** Hybrid XLR/TRS MIC/EXT with up to 40 dB gain.
- **Send & return.** SEND, MASTER LOOP & RETURN on the front panel, so an effects unit sits in the chain where the Operator wants it.

ISOLATOR

3-BAND PRE-FADER ISOLATOR · \$3,400 USD



ISOLATOR — 19" RACK, THREE-BAND ISOLATION WITH INDEPENDENT PHONO PRE-AMPS

A standalone 19" unit that puts three-band isolation & independent phono pre-amps ahead or post of the fader. *Ahead*: Boost hard without clipping the channel, & send an isolated band to effects without taking the whole signal with it.

FEATURES

- **Pre-fader placement ability.** Isolation sits before the fader, so large dynamic boosts don't clip the channel on the way through.
- **Independent phono pre-amps.** Per-input phono/line switching with dedicated phono stages, so turntables & line sources both arrive at level.
- **Three-band isolation.** LF, MID & HF on full-size rotaries, tuned for full kills as well as fine shaping.
- **Feed EFX in isolation.** Send an isolated frequency band to effects on its own, without committing the whole channel.
- **Per-channel engage.** Locking switches bring each channel in & out of isolation, intentional & secure.

FULL MEASURED SPECIFICATIONS AVAILABLE ON REQUEST

POWER

LINEAR POWER SUPPLY + CUE EXPANDER · \$2,000 USD (\$1,250 WITH MIXER + ISOLATOR)



POWER — 1U LINEAR SUPPLY, SIX MONITORED RAILS, DUAL CUE EXPANSION

A 1U unit doing two jobs at once. It delivers clean, regulated linear DC to the MIXER & ISOLATOR, & it isolates that supply from six additional AC outlets for whatever else the Operator is running. It adds cue routing for B2B for an INDUSTRY STANDARD powered booth.

FEATURES

- **Regulated linear DC.** Six independently monitored rails — +18 V, -18 V, +12 V, +5 V, AUX1, AUX2 — each with front-panel status indication, so a fault is visible at a glance instead of diagnosed by ear.
- **Six isolated AC outlets.** Powers any device the Operator chooses, isolated from the audio rails.
- **Dual cue expansion.** Two additional TRS headphone outputs, each with independent level control, positioned at opposite ends of the panel for B2B sets.
- **Guarded master switch.** Illuminated, under a hinged guard — no accidental shutdowns mid-set.
- **Matched build.** Same faceplate, chassis & finish standards as the rest of the rack. Standard finish is full black; colour endcaps available as a bespoke option.

CONTROL

EFFECTS ENGINE + REAL-TIME MONITORING HUB · \$2,500 USD



CONTROL — 1U EFFECTS ENGINE & MONITORING HUB, VFD DISPLAY

CONTROL is two instruments in one rack unit. **One:** a tempo-locked effects engine built around a delay & a switchable FX slot. **Two:** a monitoring hub reading BPM, level & room SPL in real time. Both feed one VFD display that stays legible from across a booth all with MIDI data out.

EFFECTS

- **Tempo-locked delay.** DIVISION selects 1/4, 1/2, 3/4, 2× or 4×, with FEEDBACK on its own knob & TAP for manual tempo. AUTO ► HOLD locks the detected tempo when the room gets loud enough to fool a detector.
- **Switchable FX slot.** REVERB by default, with ROLL, PITCH, SWEEP & FLANGER selectable. A single PARAMS knob adapts to whichever effect is loaded — no menu diving mid-set.
- **ALT.** A dedicated DJ move on a toggle: sweeps the reverb up over the dry signal, then progressively cuts the dry with a 24 dB/oct high-pass while thinning the wet tail, ending fully wet. Tuned by ear against a reference unit.
- **WET filter.** Post-effect LP/HP sweep on a single knob, so the wash can be shaped without touching the dry signal.
- **DRY/WET.** Continuous blend, smoothed end to end.
- **MSTR / SND-RTN.** Runs inline on the master, or as a send-return loop off an existing mixer. Signal chain is DELAY → FX SLOT → FILTER, with the filter placed pre-effect in master mode & post-reverb in send-return.
- **No sudden changes.** Every continuous parameter is smoothed & eased into its endpoints. Nothing zippers, nothing jumps at a zone boundary, & bypass physically disconnects the digital path via relay.

MONITORING

- **Auto/Tap BPM detection.** Tapped off the raw pre-effect input, so the unit's own output can't chase its own tail.
- **In-room SPL.** Mic input with live dB readout & a user-set limit, plus a front-panel LIMIT alert LED — for clubs, festivals & noise-restricted rooms.

ABOUT

INDUSTRY STANDARD · NEW YORK CITY

Created by **Kirby Labs**. Engineered by **Dmitrii Khramov** (Joint Institute for Nuclear Research & Particle Acceleration). Built by **HOUSE/UNDER/MAGIC**. Audio consulting by **John Klett** (Technical Audio), known for his design of the Despacio soundsystem, alongside a **DARPA** engineer providing specialized insight into signal integrity & extreme-environment reliability.

Every mixer is a no-compromise tool built to spec for the Operator — 100% handmade in New York City from premium hand-selected parts from JP/CH/DE/USA.

BUILD — ACROSS THE RANGE

- **Original circuitry.** 100% designed & developed in-house. Boards by Khramov Audio.
- **Locking switches.** Aircraft-grade throughout, for intentional & secure switching.
- **Built to last.** 1/8" aluminum faceplate, 1/16" stainless steel chassis, multi-layer PCBs, Amphenol connectors, stress-tested aerospace-grade components throughout (US/JP/DE/CH).
- **Bespoke options.** Chassis & button colours, finishes, laser engraving, interchangeable badges.
- **Modular rack ecosystem.** Every unit is a standalone 19" rack device. Mix, match & expand inside the IS ecosystem or outside it.

TEST PILOT PROGRAM

Vick Lavender (Sophisticado)

Eric Duncan (RUB N TUG)

GOOD-NATURED SOUND

PHILLIPI (DEEWEE)

Shawn DUB (HUMAN HEAD)

WHAT'S NEXT

Industry Standard continues to develop modular rack units for use inside & outside the IS ecosystem — extending a precision-built functional philosophy into tools that improve DJ workflow, gear reliability & real-time feedback.

These tools give Operators unmatched connectivity, information & control — with full flexibility in or out of the IS ecosystem.

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